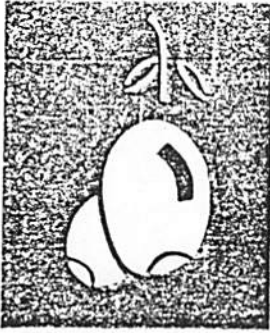


AUTHORS OBTAIN COLLENS SEPT. 1980
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CRANBERRIES

THE NATIONAL CRANBERRY MAGAZINE

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Berries and books . . . 8

★★★★★

\$500 reward posted . . . 6

The cranberry goes to school

All the ingredients were there for Doris (or "Dottie," as her friends call her) Collins.

Brought up in Massachusetts cranberry country, she had walked about quite a few bogs and had on occasion picked the berry.

An imaginative, able nursery school teacher for a decade and a half, she believed in introducing the kiddies to their heritage and to the things about them in nature.

That meant feeling, touching, tossing and squishing the berry, discussing its history and talking about its color and weight.

And, all the time she was teaching, Doris Collins had in the back of her mind the idea that she'd like to write children's books.

Now you take all the above ingredients, add in a trio of talented friends and some expert advice and you have Play

Learning Publications of Duxbury, Mass., and its two products to date, *Cranberry Recipes for Learning* and *Cranberries: Children's Activity Book*.

THE FIRST is a learning kit aimed at the education market and intended for pre-school and early school age children, and it includes a series of teacher directed activities and posters about cranberrying.

The activity book tells the story about the cranberry in sharp, succinct text and photo from the preparation of the bog to the grocery shelf, and is intended for children to work on by themselves. It is being marketed in museums, book stores and resource centers.

A cassette with cranberry songs recently was added to the learning kit and each product neatly crosses over to the other's market; the learning kit to the bookshop, the activity book to the schoolroom.

THE TALENTED friends who assisted author Collins included Jean Thompson, nursery school teacher and church music composer, who wrote the music for the nursery song rhymes in the learning kit; Shirley Bourget, a New England School of Art graduate and one-time art and science teacher, who did the illustrations, and Eloise Doyle, professional designer, who did the graphics and layout.

Doyle came into the picture

after Collins tried unsuccessfully to find a publisher for her brain-children.

One asked rhetorically: "Who would ever want to know that much about cranberries?"

That's when Doyle was called in and the fearless foursome then strode undauntedly into the perilous world of publishing.

EACH POURED \$1,000 into the project. They hired a lawyer and a CPA. Husbands and other family members offered encouragement and free advice. Ocean Spray Cranberries Inc. assisted with photographs.

A printer, whose owner lives right in Duxbury, was found in Braintree, Mass.

"We'd never sold anything in our lives," the publishing quartet confessed.

But sell they did.

They proceeded cautiously, printing only 1,000 copies of the activity book. They approached museums, bookshops and resource centers in southeastern Massachusetts in an effort to get them to sell the product. This writer first became familiar with the project when he visited Plimouth Plantation in Massachusetts.

By the end of the summer last year (the initial season of sales) they had sold out. That fall they ordered a second printing—of 3,000 copies.

Adding extra excitement to the venture is the fact that their book has been sold in Puerto Rico and as far away as France and Japan.

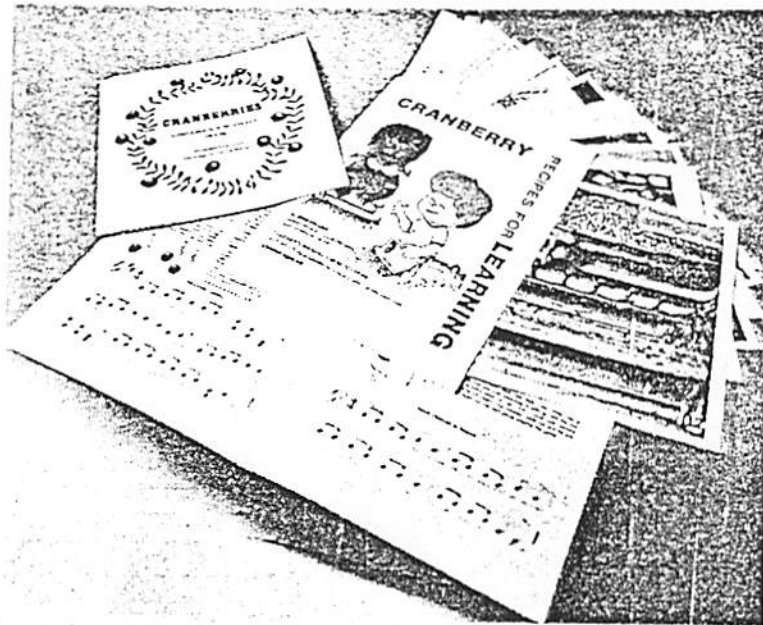
They've still to learn what results they're getting from the learning kit. Its sales have been placed in the hands of an educational supply house, whose catalogue will hit the schools this school year.

But one thing is certain, says Collins:

"Play Learning Publications is solvent."

SOME OF THE activities in *Cranberries: Children's Activity Book* include simple recipes for cranberry "fun food" (cran-pops, cranberry fluff, etc.), a cranberry "bounce" board game, follow the dots drawings with a cranberry motif, and illustrations to color in. The text and photos are certainly instructive for older children—as well as adults—who are not familiar with the growing of the unique berry.

In addition to nursery school songs about the berry, the learning kit contains exercises aimed at developing vocabulary, counting skills, weight and measure concepts, motor skills and other aids to child development.



ABOVE are the materials produced by Play Learning Publications.